Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

SHOUT
SHARE
IT

62.39

FEB 7 19
U. S. Department of Agriculture.

4 Leaders in Blueberries!

1. Cabot
2. Pioneer
3. Rubel
4. Concord

Not the old-fashioned Blueberries that dad had on his farm down East—but a new family of cultivated varieties—the supreme achievement of the horticultural world.

A Profitable Venture

Every home garden, no matter how small, has room for three or more fine Blueberry plants. The Houston cultivated varieties lead the way to a profitable venture, right in your own home garden.

Replace Unsightly Plantings With Fruiting Shrubs

Many home owners like to replace over-grown, ragged shrubbery with new Blueberry shrub varieties. With little care you can successfully grow these fruiting shrubs in the same ground that once harbored useless plant life. Not alone do they enhance the landscape, but once established, a plentiful supply of ripened fruit is yours year after year.

Artistry in the "Blueberry"

Growing 6 to 7 feet tall, they furnish in the spring lovely racemes of bell-shaped flowers, combining dainty creamy colors with satiny green foliage, later to be followed by clustered Blueberries.

As frost approaches, the foliage turns a distinctive ruddy bronze and carmine-red, only bowing out long after the other deciduous shrubs are stripped bare of leaves.

The Houston Superiority

The Houston Strain of Blueberries are superior because they are scientifically propagated. These new Blueberries grow in large clusters (see picture), of the most beautiful blue color, plump, tender and practically seedless. The flavor of these delicious Blueberries makes the finest in pies and desserts.

For City, Farm and Suburban Homes

As fruits, they should be grown by everyone interested in home fruit growing. All they require is interest and understanding care. Their bounty is generous; the beauty and the quality of their fruit is a revelation.

Houston Orchards, *Hanover, Mass.*

Growers of Improved New England Blueberry Plants

Houston Hardy Grown Blueberry Plants - Strong, Heavily Rooted

How to Grow Blueberries Successfully

Plant them in rows, in clumps on the lawn or in the shrubbery border. A hedge of Blueberries is both profitable and ornamental, a delight to look upon and to care for. Choose a moist piece of ground easily supplied with water during the dry summer months. Plant in full sun if possible; they will also do well in partial shade.

As the Blueberry roots are distributed under the surface of the soil, cultivation should be very shallow, not over 2 inches deep, so as to leave the roots undisturbed.

KEEPING SOIL ACID

To have Blueberries at their best, the acidity of the soil should be maintained by mulching liberally with partly decayed leaves or with ordinary commercial peat moss, or a mixture of both is excellent to condition the soil, keep down weeds and prevent evaporation of the moisture so necessary for proper growth of these new Blueberries. Do not remove this mulch, let it remain around the plant throughout the year.

ALL PLANTS BALLED AND BURLAPPED

All plants come to you Balled and Burlapped for **safety. This is most important,** as Blueberry roots are tender, and must not be broken or exposed to the air. "Sure to grow" plants are always Balled and Burlapped.

A case of Rubel alongside a Rubel bush, 4 years old. Picture taken August 3, 1937. Each box is wrapped in cellophane

GROWER'S PRICES

F.O.B. Hanover, Mass.

Terms: Cash with order, or shipment made C. O. D. if 25% accompanies order.

The actual plant sizes approximate 12 inches tall, weight 2 lbs. each for 2-year-olds; and 18-20 inches tall, weight 4 lbs. each for 3-year-old plants of all varieties.

Our choice Home Garden assortments are as follows:

10—2-yr.-olds	$5.50
6—2-yr.-olds	3.50
10—3-yr.-olds	8.50
6—3-yr.-olds	5.00
3—3-yr.-olds, heavier set	3.50
3—4-yr.-old budded bushes just coming into bearing	5.00

QUANTITY PRICES:

2-yr.-old bushes	$50.00 per 100
3-yr.-old bushes	80.00 per 100

ROOTED CUTTINGS:

1-yr.old ..... $3.00 for 10; $28.00 for 100

4 BLUEBERRY LEADERS

CABOT

Grows to a height of 4½ feet; dense, flat top, very ornamental. Berries delicious, very sweet, clear blue color. Early bearer.

PIONEER

Grows to 5 feet; loose branches like a lilac; large, slightly flattened berries in elongated clusters; a good cropper, delicious, and good blue color. Comes into bearing after Cabot.

RUBEL

Late bearer, will attain a height of 7 feet if allowed its own way; should be kept to 6 feet to facilitate picking; bears large quantities of very fine, slightly acid berries; the best commercial variety so far developed.

CONCORD

Growing habit very much like Pioneer, berries largest of any so far developed. We also have a limited number of Jersey and Rancocas for distribution this season. Growing habits almost the same as Concord. Last three varieties not considered as very heavy bearers. We include one of **either** variety in garden lots of 10 or more plants if specified. Otherwise, we select from our THREE leading varieties, Cabot, Pioneer and Rubel.

In rooted cuttings we have besides the above six varieties, Stanley and Wareham.

Our Motto:

The BEST in Blueberry Plants. GROWN RIGHT; HANDLED RIGHT; PACKED RIGHT; at RIGHT PRICES.

HOUSTON ORCHARDS

Blueberry Nurseries

HANOVER - - - - MASSACHUSETTS

Cultivated BLUEBERRIES at Houston Orchards

How to Prune

No pruning is required the first year, and little or none the second year. Be sure to pull off all blossoms the first two years on two smallest sizes.

The third year, take out weak and small growth near the ground. Let the plants bear some fruit but not too much. This can be regulated by pruning.

In following years, thin out old and weak growth so the plants do not overbear. The varieties Pioneer and Cabot will need heavier pruning than Rubel.

Adventures in BLUEBERRIES

Blueberry pie, blueberries in cream, blueberry preserves. The thought of these makes the mouth water and yet they are within your reach in an ever-increasing quantity. It is almost impossible to find a description of the Blueberry's flavor. The Blueberry is in a class by itself, with its delicious melting flesh, full of rich creamy juice and a delicate tang all its own.

Ordering Your Plants

The demand for Blueberry plants is growing by leaps and bounds, and while our supply of plants is large, we cannot guarantee to fill orders for late comers. So we advise our customers to order early, right NOW is not too soon to get your orders on our books. Every order received will be acknowledged immediately, and at proper time for planting in your section, plants will be shipped a few days after a notification card has been sent you.

Order at least three varieties for pollination purposes. Leave proportioning of Home Garden Lots to us, we assort for best results in your section. Wherever you live, try a set (3 is a set) of these valuable plants, we show you just how to grow them anywhere.

Cultivated Blueberries are hardy shrubs of rare beauty; they are doubly valuable because they are fruitful and ornamental throughout the entire year

The Houston-Grown Blueberries

These cultivated Blueberries grow in large clusters, plump, meaty, tender and practically seedless. Berries like these sell for 50c to 75c per quart on the retail market. Lovely to look at — delicious to eat.

A. B. MORSE COMPANY, HORTICULTURAL PRINTERS, ST. JOSEPH, MICH.